



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

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## **Fort Wainwright Alaska**

# BRIEFING OUTLINE

## Fort Wainwright

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

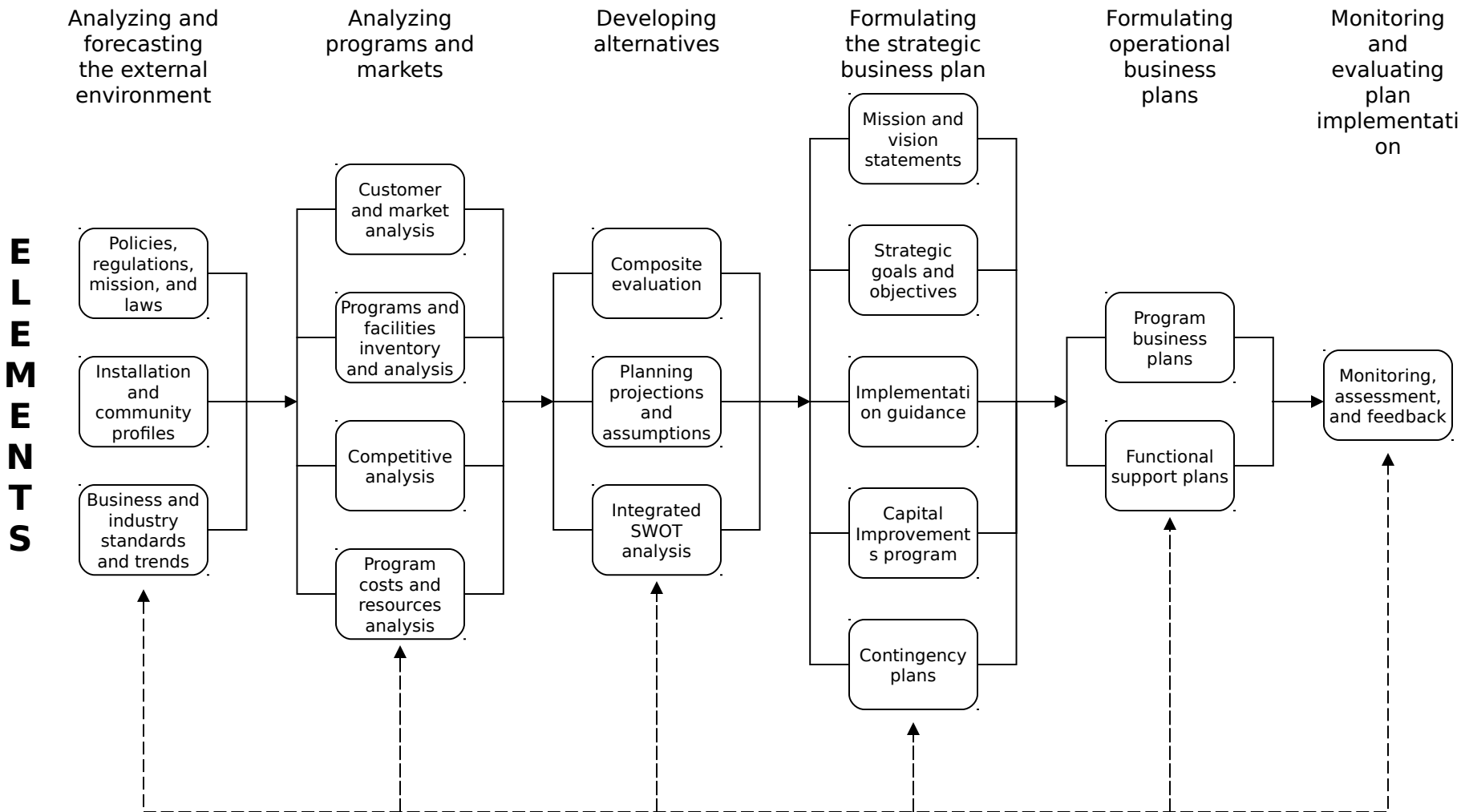
### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Wainwright

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS



# METHODOLOGY

## Fort Wainwright

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 3,483 surveys were distributed at Fort Wainwright



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Fort Wainwright

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Wainwright:					
Active Duty	4,893	1,113	546	49.06%	±3.95%
Spouses of Active Duty	2,470	1,347	219	16.26%	±6.32%
Civilian Employees	961	379	55	14.51%	±12.83%
Retirees	689	644	158	24.53%	±6.84%
<b>Total</b>	<b>9,013</b>	<b>3,483</b>	<b>978</b>	<b>28.08%</b>	<b>±2.96%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

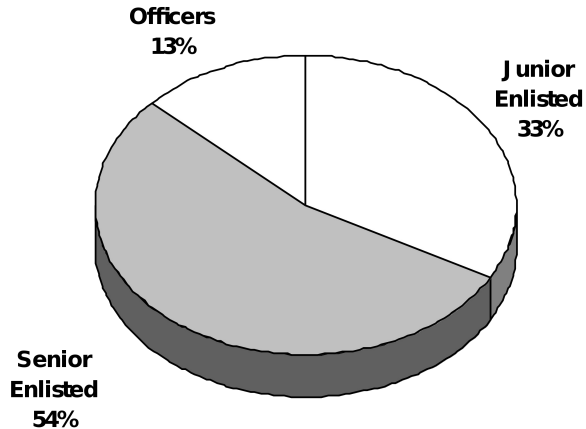
# PATRON SAMPLE\*

Fort Wainwright

## RESPONDENT POPULATION SEGMENTS

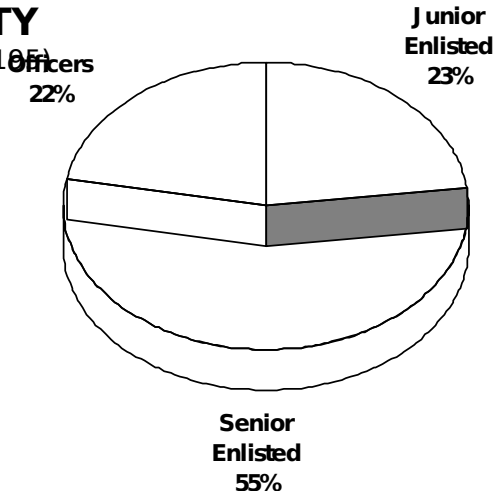
### ACTIVE DUTY

(n = 511)



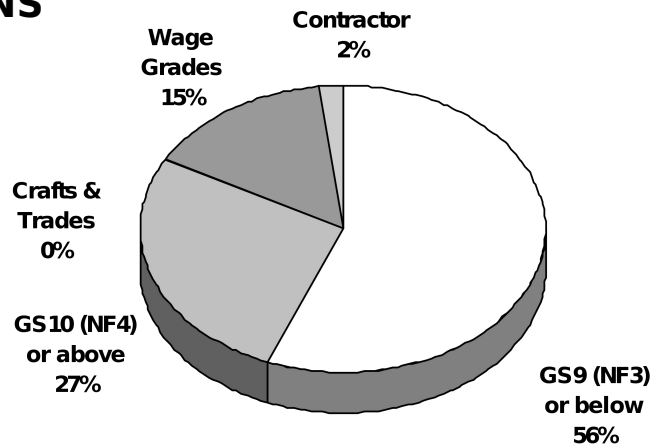
### SPOUSES OF ACTIVE DUTY

(n = 105)



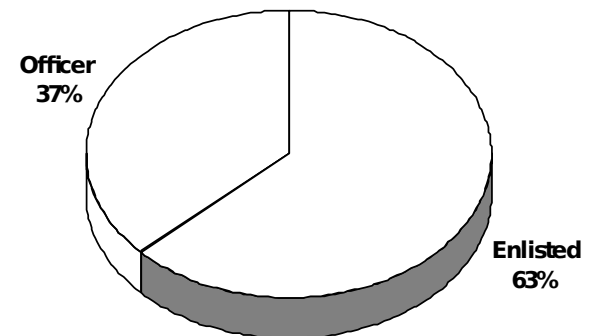
### CIVILIANS

(n = 52)



### RETIREEES

(n = 124)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Wainwright

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT FT. WAINWRIGHT

Fort Wainwright

## **MOST FREQUENTLY USED FACILITIES**

Fitness Center/Gymnasium	77%
Swimming Pool	45%
Bowling Center	45%
Bowling Food & Beverage	39%
Outdoor Recreation Center	32%

## **LEAST FREQUENTLY USED FACILITIES**

BOSS	6%
School Age Services	9%
Golf Course Pro Shop	10%
Bowling Pro Shop	10%
Youth Center	10%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. WAINWRIGHT\*

Fort Wainwright

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Outdoor Recreation Center	4.28
Golf Course	4.28
Fitness Center/Gymnasium	4.26
Cabins & Campgrounds	4.23
Automotive Skills	4.20

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

BOSS	3.27
Car Wash	3.90
School Age Services	3.95
Child Development Center	4.00
Youth Center	4.00

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FT. WAINWRIGHT\*

Fort Wainwright

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Army Lodging	4.21
Outdoor Recreation Center	4.19
Golf Course	4.17
Fitness Center/Gymnasium	4.16
Automotive Skills	4.09

## FACILITIES WITH LOWEST QUALITY RATINGS\*

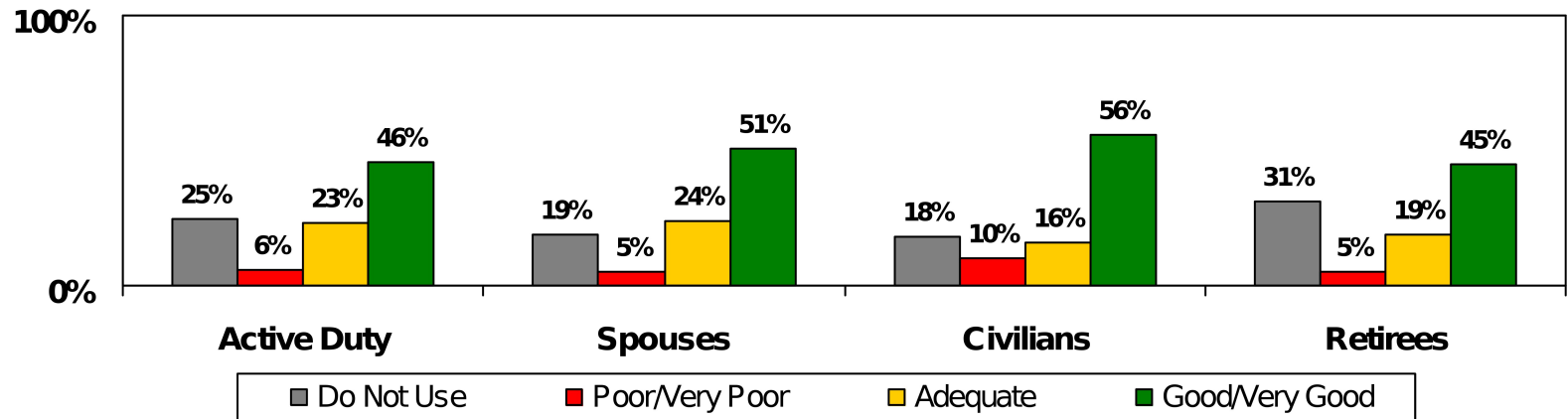
BOSS	3.33
School Age Services	3.65
Car Wash	3.77
Swimming Pool	3.87
Bowling Pro Shop	3.89

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

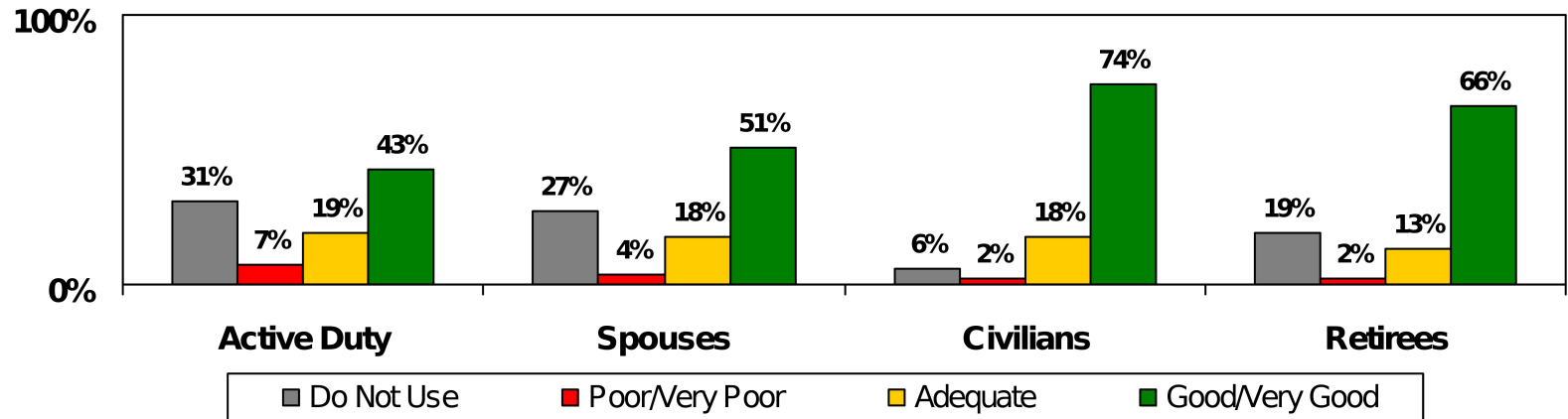
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Wainwright

## Quality of On-Post Services



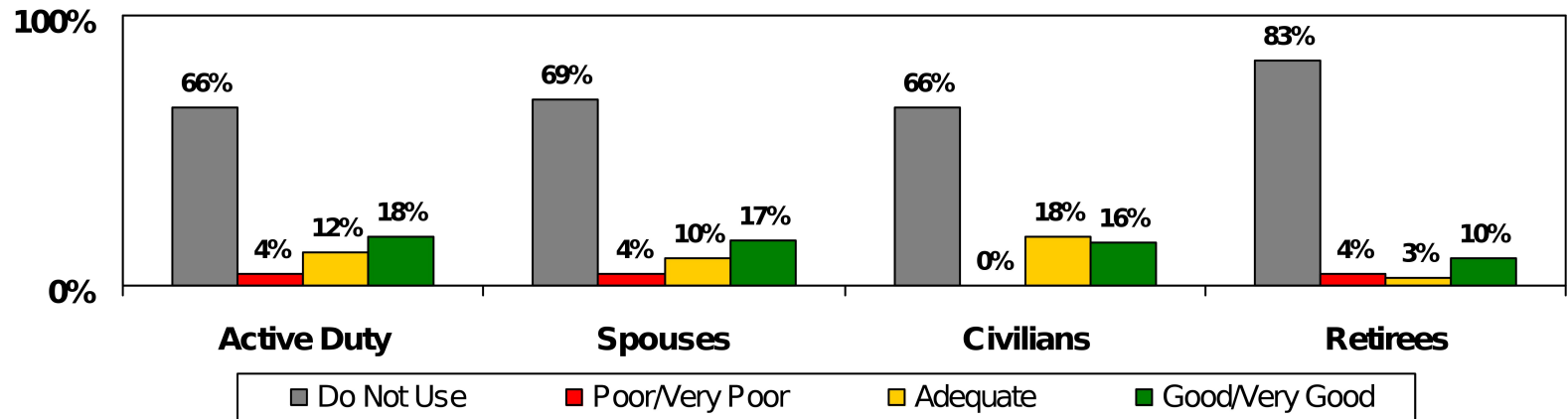
## Quality of Off-Post Services



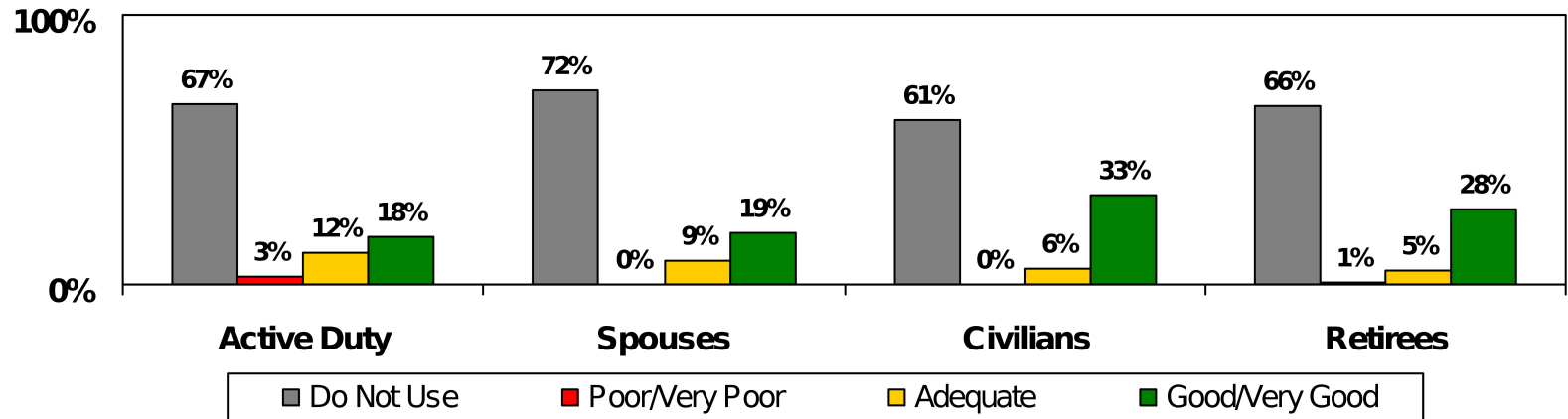
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Wainwright

## Quality of On-Post Services



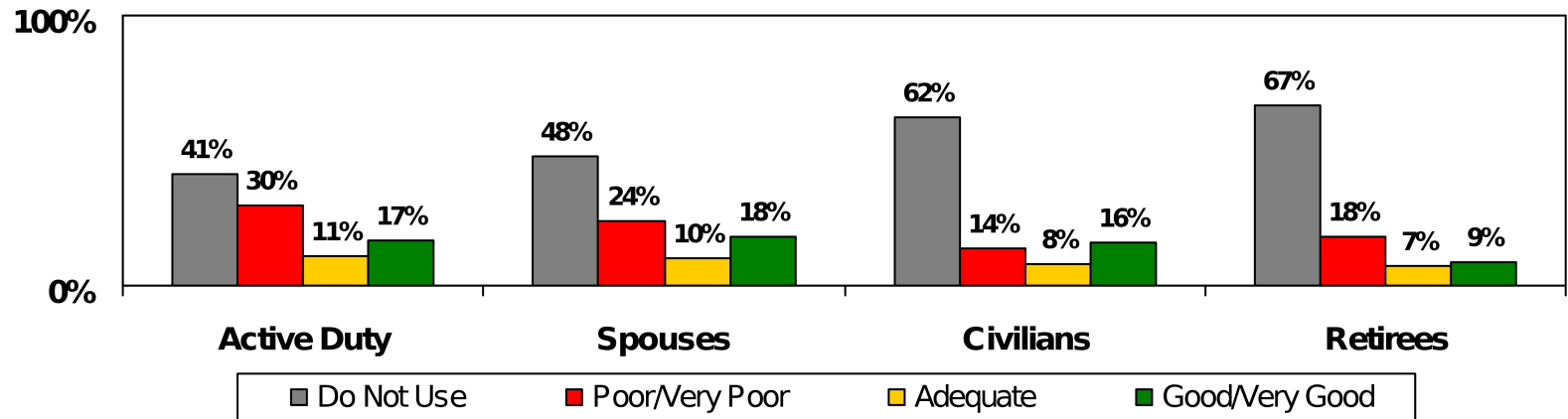
## Quality of Off-Post Services



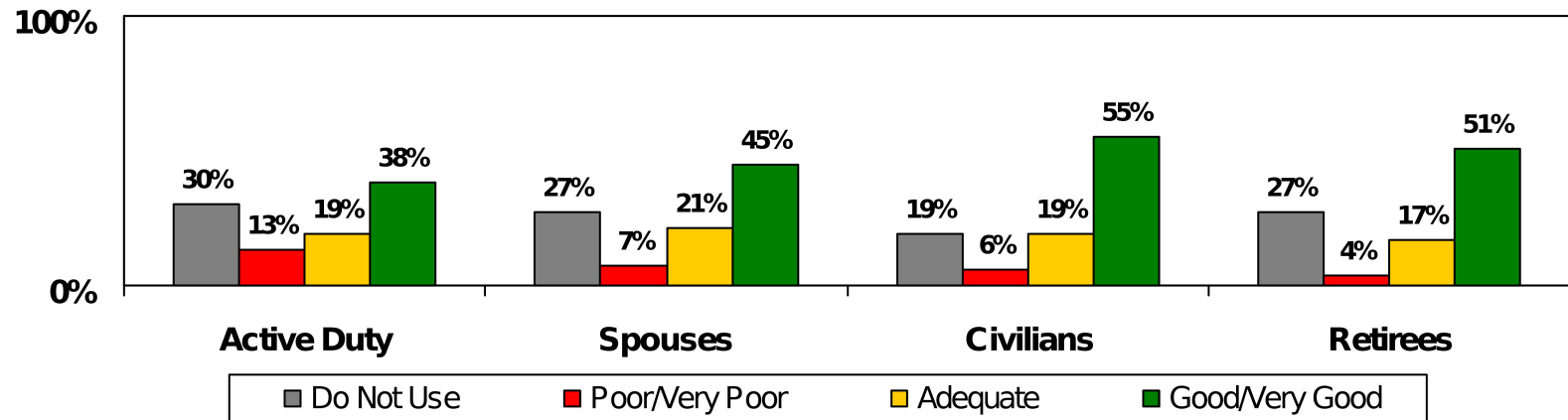
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Wainwright

## Quality of On-Post Services

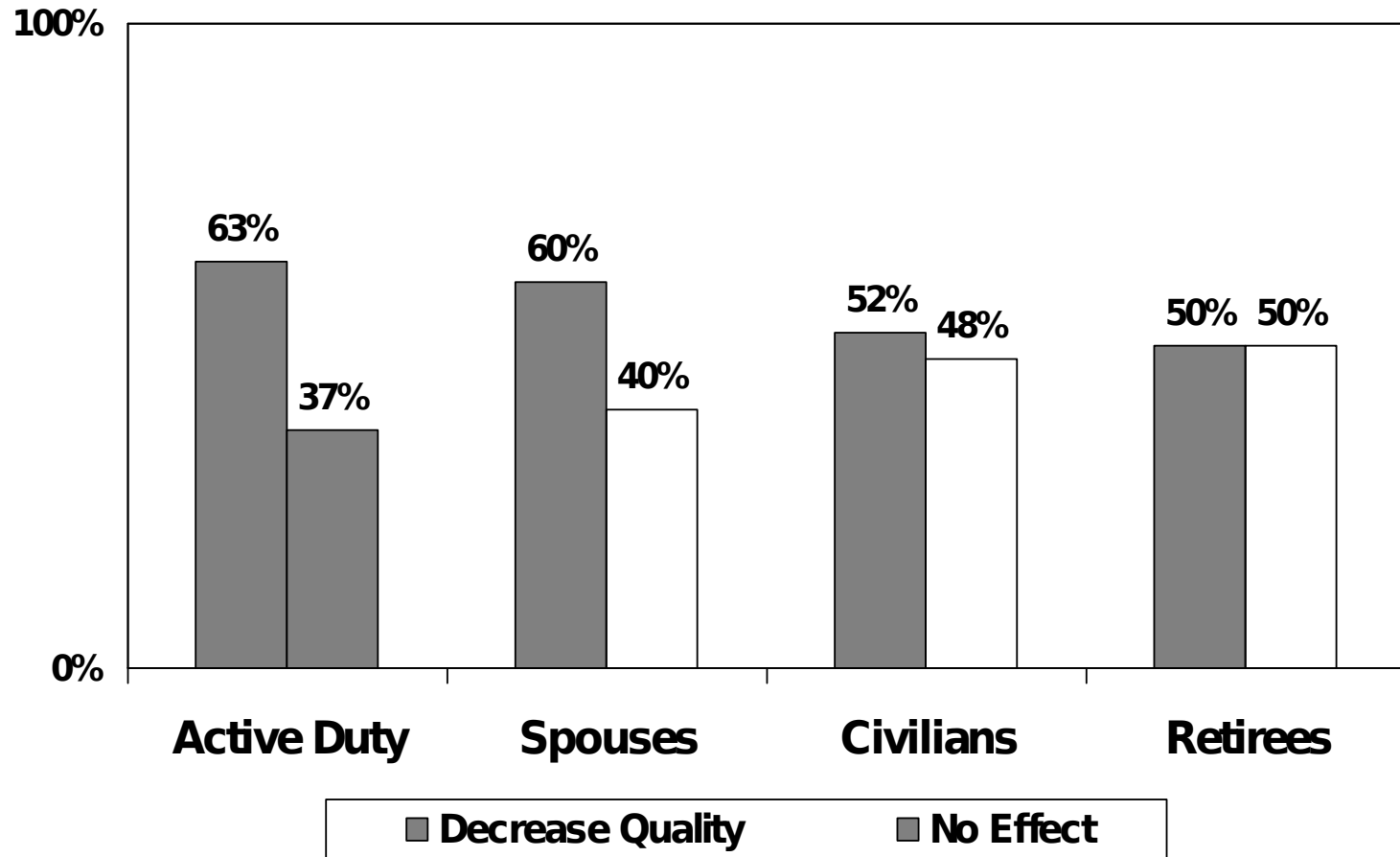


## Quality of Off-Post Services



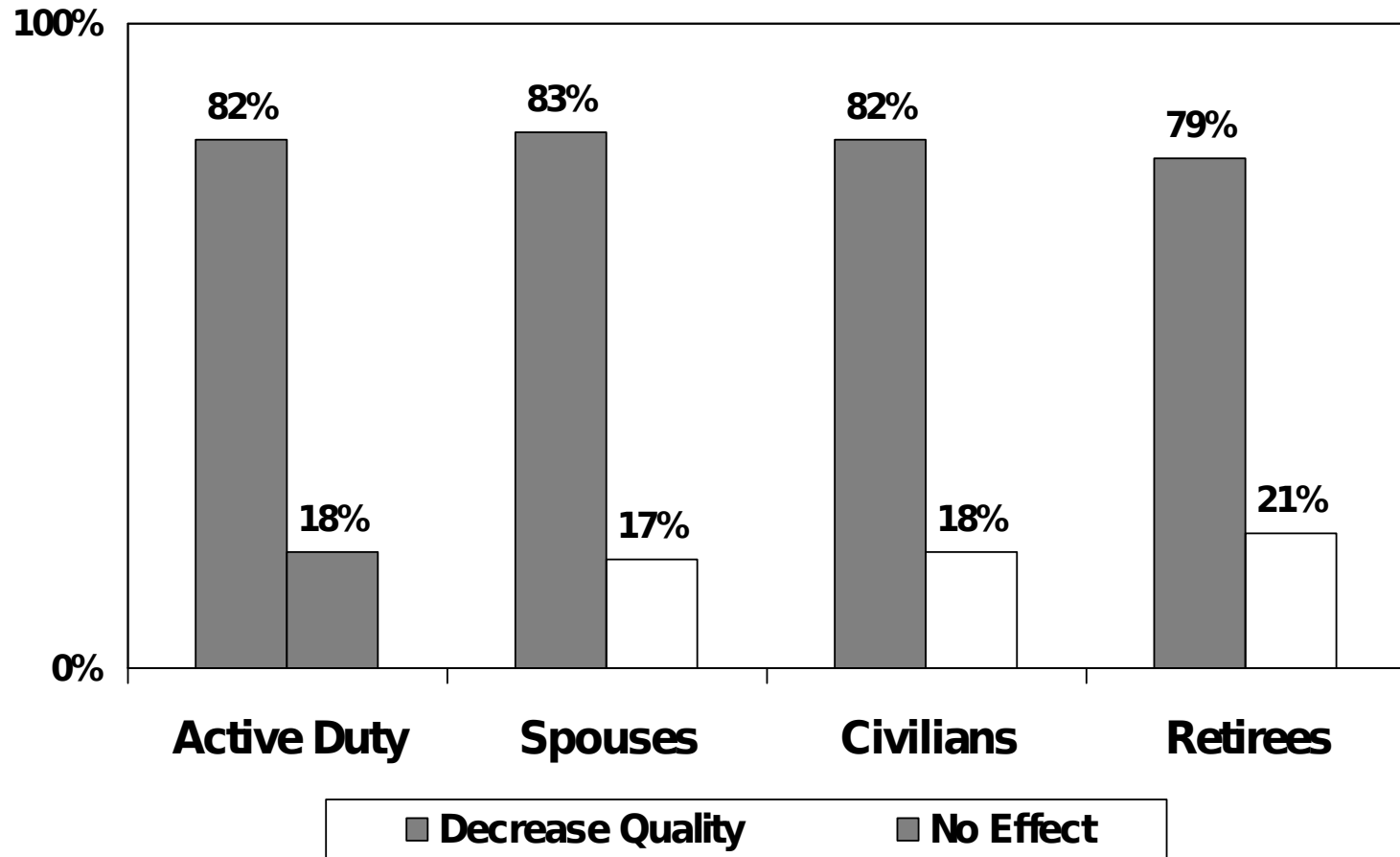
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Wainwright



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Wainwright





# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Wainwright

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	84%
Army Lodging	79%
Child Development Center	53%
Library	51%
Swimming Pool	46%
Youth Center	46%
Automotive Skills	41%

RV Park	56%
Golf Course Pro Shop	56%
Bowling Pro Shop	54%
Golf Course Food & Beverage	49%
Clubs	46%
Golf Course	44%
Arts & Crafts Center	43%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## Fort Wainwright

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	18%	17%	39%	7%	19%
E-mail	25%	28%	<b>43%</b>	10%	27%
Friends and neighbors	30%	<b>49%</b>	37%	<b>26%</b>	<b>36%</b>
Family Readiness Groups (FRGs)	19%	<b>46%</b>	6%	3%	24%
Bulletin boards on post	<b>39%</b>	35%	<b>49%</b>	<b>30%</b>	<b>38%</b>
Post newspaper	<b>32%</b>	<b>53%</b>	41%	<b>48%</b>	<b>40%</b>
MWR publications	18%	26%	39%	23%	23%
Radio	3%	4%	4%	7%	3%
Television	6%	8%	4%	5%	6%
My child(ren) let(s) me know	1%	5%	0%	3%	2%
Other unit members or co-workers	24%	22%	35%	14%	24%
Unit or post commander or supervisor	20%	12%	12%	3%	16%
Marquees/billboards	13%	27%	27%	23%	19%
Flyers	<b>33%</b>	25%	<b>49%</b>	<b>26%</b>	32%
Other	8%	9%	8%	9%	8%
I never hear anything	12%	8%	0%	18%	10%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Wainwright

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	86%	84%
Better Opportunities for Single Soldiers	42%	N/A
Army Community Service	54%	61%
MWR Programs and Services	73%	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Wainwright

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL <sup>†</sup>
Information and Referral	60%	83%	17%
Outreach programs	53%	68%	32%
Family Readiness Groups	78%	80%	20%
Relocation Readiness Program	68%	84%	16%
Family Advocacy Program	68%	78%	22%
Crisis intervention	58%	74%	26%
Money management classes, budgeting assistance	69%	81%	19%
Financial counseling, including tax assistance	69%	80%	20%
Consumer information	47%	72%	28%
Employment Readiness Program	56%	72%	28%
Foster child care	41%	68%	32%
Exceptional Family Member Program	65%	79%	21%
Army Family Team Building	66%	78%	22%
Army Family Action Plan	53%	71%	29%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Wainwright

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL <sup>†</sup>
Information and Referral	66%	87%	13%
Outreach programs	52%	83%	17%
Family Readiness Groups	77%	88%	12%
Relocation Readiness Program	73%	92%	8%
Family Advocacy Program	78%	75%	25%
Crisis intervention	51%	89%	11%
Money management classes, budgeting assistance	65%	90%	10%
Financial counseling, including tax assistance	72%	94%	6%
Consumer information	33%	88%	13%
Employment Readiness Program	66%	85%	15%
Foster child care	22%	67%	33%
Exceptional Family Member Program	76%	86%	14%
Army Family Team Building	55%	85%	15%
Army Family Action Plan	45%	86%	14%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Wainwright

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	45%	46%
Personal job performance/readiness	46%	42%
Unit cohesion and teamwork	46%	47%
Unit readiness	56%	60%
Relationship with my spouse	46%	41%
Relationship with my children	48%	46%
My family's adjustment to Army life	51%	56%
Family preparedness for deployments	59%	67%
Ability to manage my finances	46%	26%
Feeling that I am part of the military community	46%	50%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Wainwright

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	78%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	81%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	62%	55%
Allows me to work outside my home	69%	77%
Allows me to work at home	61%	63%
Offers me an employment opportunity within the CYS program	54%	45%
Allows me/my spouse to better concentrate on my/our job(s)	76%	71%
Provides positive growth and development opportunities for my children	80%	83%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

Fort Wainwright

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	42%
Personal job performance/readiness	41%
Unit cohesion and teamwork	43%
Unit readiness	39%
Ability to manage my finances	36%
Feeling that I am part of the military community	39%
Relationship with my children (single parents)	42%
My family's adjustment to Army life (single parents)	43%
Family preparedness for deployments (single parents)	44%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Wainwright

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	59%
Going to movie theaters	58%
Entertaining guests at home	55%
Internet access/applications (home)	50%
Fishing	39%
Special family events	34%
Camping/hiking/backpacking	34%
Cardiovascular equipment	34%
Weight/strength training	34%
Running/jogging	33%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	84%
Going to movie theaters	76%
Internet access/applications (home)	70%
Special family events	62%
Watching TV, videotapes, and DVDs	58%

## Top 5 for Civilians

Card/table games	75%
Going to movie theaters	75%
Watching TV, videotapes, and DVDs	75%
Attending sports events	67%
Live entertainment	67%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	57%
Going to movie theaters	52%
Entertaining guests at home	38%
Internet access/applications (home)	38%
Running/jogging	37%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	76%
Fishing	73%
Entertaining guests at home	54%
Going to movie theaters	51%
Internet access/applications (home)	48%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Wainwright

## Team Sports

Basketball	14%
Softball	13%
Touch/flag football	9%
Volleyball	8%
Soccer	8%

## Outdoor Recreation

Fishing	39%
Camping/hiking/backpacking	34%
Going to beaches/lakes	31%
Snow skiing/snowboarding	28%
Bicycle riding/mountain biking	28%

## Social

Entertaining guests at home	55%
Special family events	34%
Night clubs/lounges	27%
Dancing	25%
Happy/social hour	16%

## Sports and Fitness

Cardiovascular equipment	34%
Weight/strength training	34%
Running/jogging	33%
Bowling	30%
Walking	27%

## Entertainment

Watching TV, videotapes and DVDs	59%
Going to movie theaters	58%
Attending sports events	21%
Festivals/events	20%
Plays/shows/concerts	18%

## Special Interests

Internet access/applications (home)	50%
Automotive maintenance & repair	32%
Automotive detailing/washing	30%
Computer games	28%
Digital photography	25%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

Fort Wainwright

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Watching TV, videotapes, and DVDs	37%	22%	59%
Weight/strength training	31%	2%	34%
Cardiovascular equipment	31%	3%	34%
Entertaining guests at home	31%	24%	55%
Running/jogging	30%	3%	33%
Bowling	26%	3%	30%
Internet access (library)	26%	N/A	26%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCE BY LOCATION\*

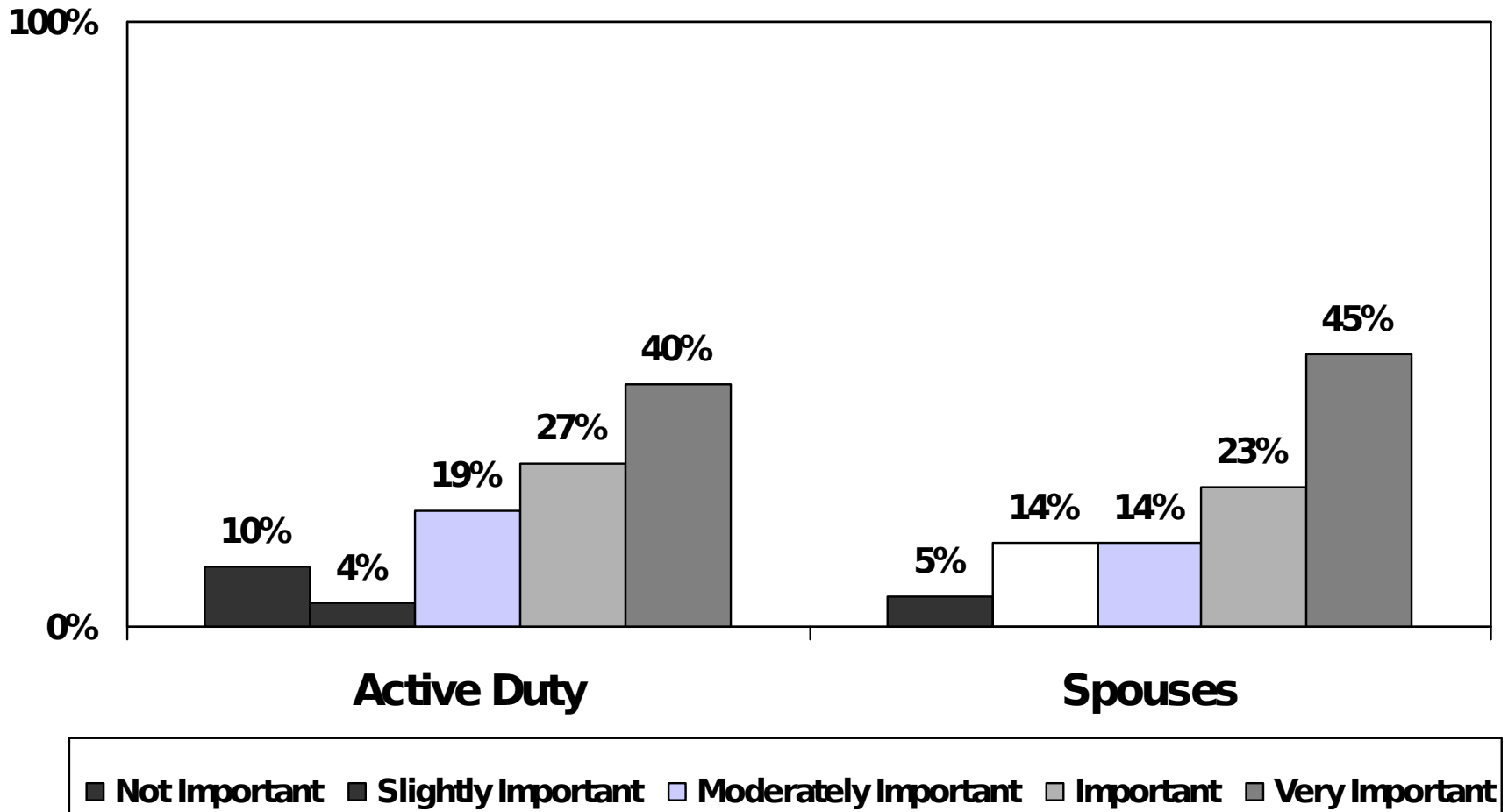
Fort Wainwright

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	42%	50%
Automotive maintenance & repair	17%	6%	9%	32%
Automotive detailing/washing	10%	10%	10%	30%
Computer games	2%	1%	24%	28%
Digital photography	2%	5%	19%	25%
Gardening	2%	2%	18%	21%
Rubber stamping/memory books	1%	1%	10%	12%

\*Top 7 special interest activity preferences ranked by overall participation.

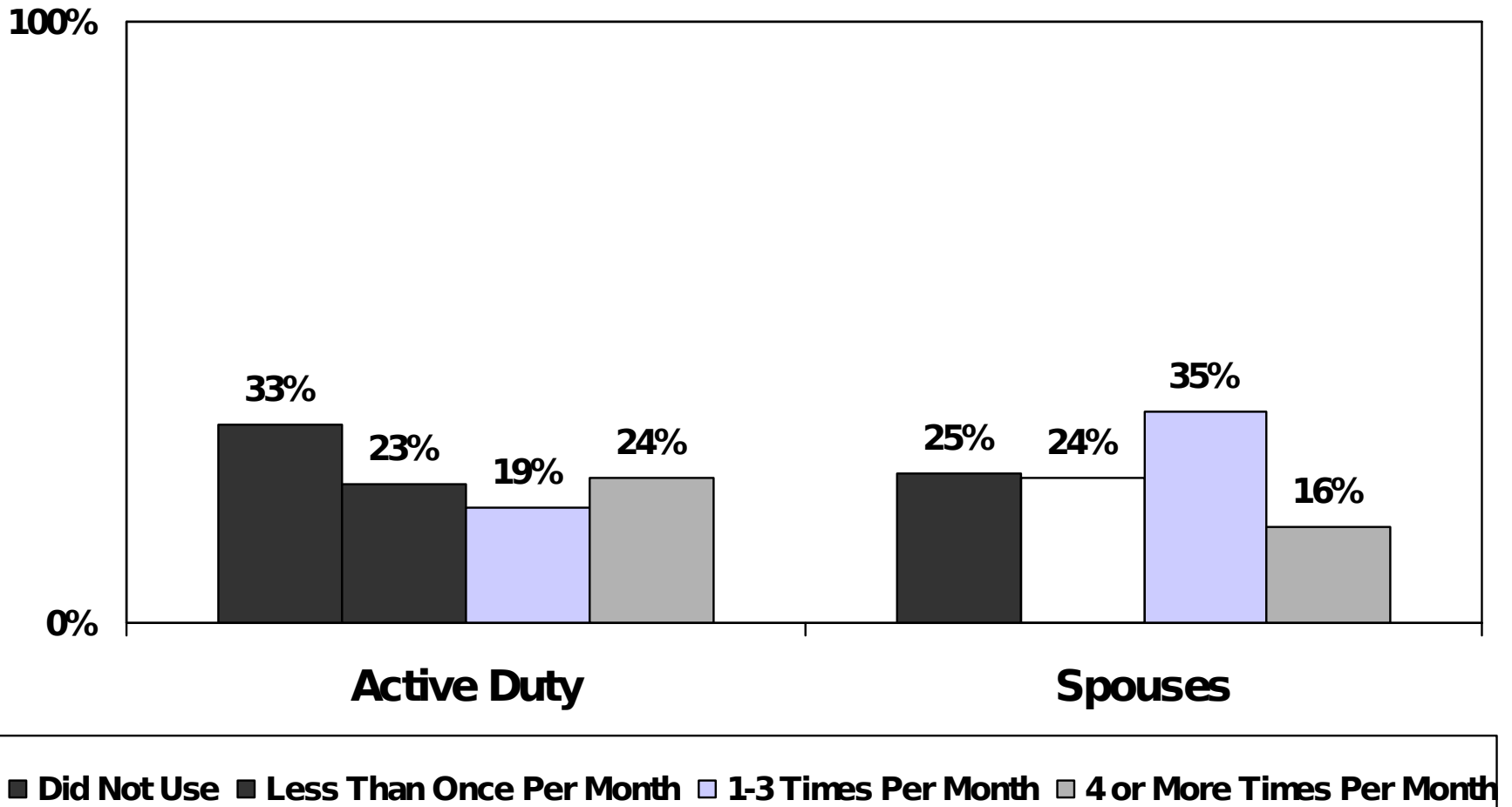
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Wainwright



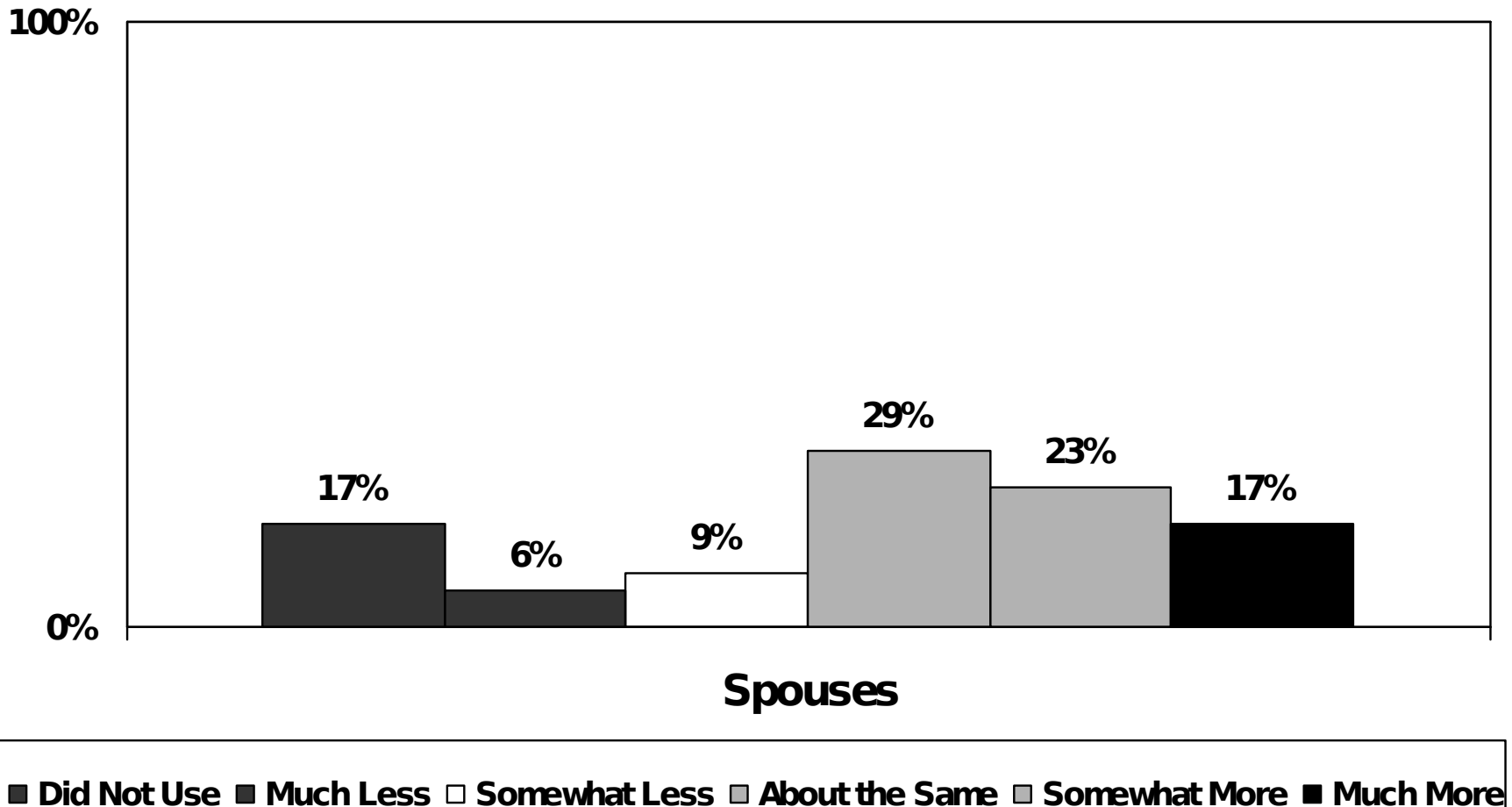
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Wainwright



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Wainwright



# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Wainwright

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	22%
Probably will not make military a career	9%
Undecided	25%
Probably will make military a career	19%
Definitely will make military a career	25%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	14%
Not Sure	27%
Yes	60%



# NEXT STEPS

## Fort Wainwright

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)